

# **BIZ BOOKS**

## **IDEA MAPPING REVIEW by Jim Pawlek**

### **How to Access Your Hidden Brain Power, Learn Faster, Remember More, and Achieve Success in Business**

**Author:** Jamie Nast

**Publisher:** John Wiley & Sons

**List Price:** \$24.95; includes a 21-day trial CD

Idea mapping equals individual brainstorming. Its visual cues make it easy to engage the creative part of the brain. By putting the situation on the center of an unlined sheet of paper, you free your brain from process-based, linear thinking.

From the situation, draw lines that affect the situation, then label the lines with keywords or information. Then branch these and branch again. Soon you'll have a visual picture of the situation. With a picture, it's easy to organize the information.

While you can use idea mapping to tackle projects, the author's example of tackling a to-do list in Chapter 3 shows how mapping can be used as a time management tool. The to-do example broke down a day into: Calls, follow-up, meetings, prep, stops and personal. With that information in front of you, it's easier to manage and prioritize your day's activities.

The trial CD lets you idea map on your PC; if you want to buy the software, the basic version costs \$229.

*This review appeared in **Business First**, a publication out of Columbus, OH on January 12, 2007. This same review appeared in other newspapers and online sources acrossed the country. This article was reprinted with permission from Jim Pawlak. Jim is a syndicated writer in Rochester Hills, MI (bizbooks@hotmail.com).*